

REPORT - PLANNING COMMISSION MEETING
October 10, 2002

Project Name and Number: Target Artwork Proposal (PLN2002-00249)

Applicant: Target Corporation

Proposal: To consider a request by Target for public art approval.

Recommended Action: Approve public art proposal or provide direction to the applicant and staff.

Location: 39201 Fremont Boulevard (corner of Fremont Boulevard and Walnut Avenue)

Assessor Parcel Number(s): 501-0976-010-00

Area: +/-14.4 acre site

Owner: Target Corporation

Agent of Applicant: John Dewes and Christopher Coonan

Consultant(s): Nicole Hueser, RSP Architects

Environmental Review: Categorically exempt from CEQA per Section 15311, Accessory Structures.

Existing General Plan: CBD, Central Business District

Existing Zoning: C-B-D, Central Business District

Existing Land Use: Target store and associated site improvements.

Executive Summary: On April 11, 2002, the Planning Commission approved the renovation of an existing department store building and site for a new Target store. The Commission requested, and the applicant agreed, to incorporate a public art element at the corner of Fremont Boulevard and Walnut Avenue. The applicant is now requesting that the Planning Commission approve one of two bronze sculptures. Upon approval, and assuming the sculptures have not been sold, the applicant will prepare final design plans for the placement of the sculpture at the corner location.

Project Description: The Target Corporation is requesting the Planning Commission's approval of a public art piece. Specifically, the applicant would like approval of one of two bronze sculptures by California artist Jim Davidson.

The first piece is "The Fire Boys Team Fountain" which measures 80 by 45 inches at the base and is 93 inches to the top of the main portion (125 inches to the top of the entire sculpture). This sculpture depicts children dressed as firefighters, dragging a hose up a ladder. The piece also incorporates a fountain. The water from the fountain comes from the nozzle of the fire hose and from the base of the sculpture.

The second piece is entitled "Children Climbing in a Tree Trunk". The base of this piece is 59 by 72 inches and the overall height is 82 inches. This sculpture is more intricately carved than the first but does not include a fountain or water feature.

The applicant indicates that either piece would be mounted on a masonry or stone base that would elevate the sculpture by a foot or two.

Project Analysis:

- **General Plan Conformance:** The existing General Plan land use designation for the project site is Central Business District. The following General Plan policies are applicable to the proposed project:
 - LU-2.9 Public open spaces and plazas shall be strongly encouraged throughout the CBD. Such areas should be visible and accessible from public walkways and be appropriately landscaped with opportunities offered for sitting.
 - LU-2.10 Encourage publicly visible art works in new and private developments and in public spaces.
- **Zoning Regulations:** The property is zoned C-B-D, Central Business District. Within this zone there is no required setback for structures, however, parking areas must be setback at least six feet from the property line.
- **The "Art in Public Places Program Policy"** adopted by City Council June 9, 1987, defines "artwork" as including, but not limited to "sculpture, monument, mural, fountains, fresco, relief, painting, mosaic, ceramic, weaving, carving, stained-glass, wood, metal and plastic. Artwork generally does not include landscaping, paving, architectural ornamentation or signage".

Design Analysis:

Specific placement details have not been prepared at this time. Upon selection and approval of a specific piece of art, staff suggests that plans be prepared showing how the public art will be integrated into the area. The plans should include mounting and landscaping details that will further reinforce the corner and draw attention to the area.

Environmental Analysis: The proposed project has been found to be exempt under the provision of the California Environmental Quality Act, Section 15311, Accessory Structures.

Enclosures: Site Vicinity Map
Planning Commission minutes from April 11, 2002 and draft minutes from September 12, 2002.

Exhibits: Color photos of proposed art.

Recommended Actions:

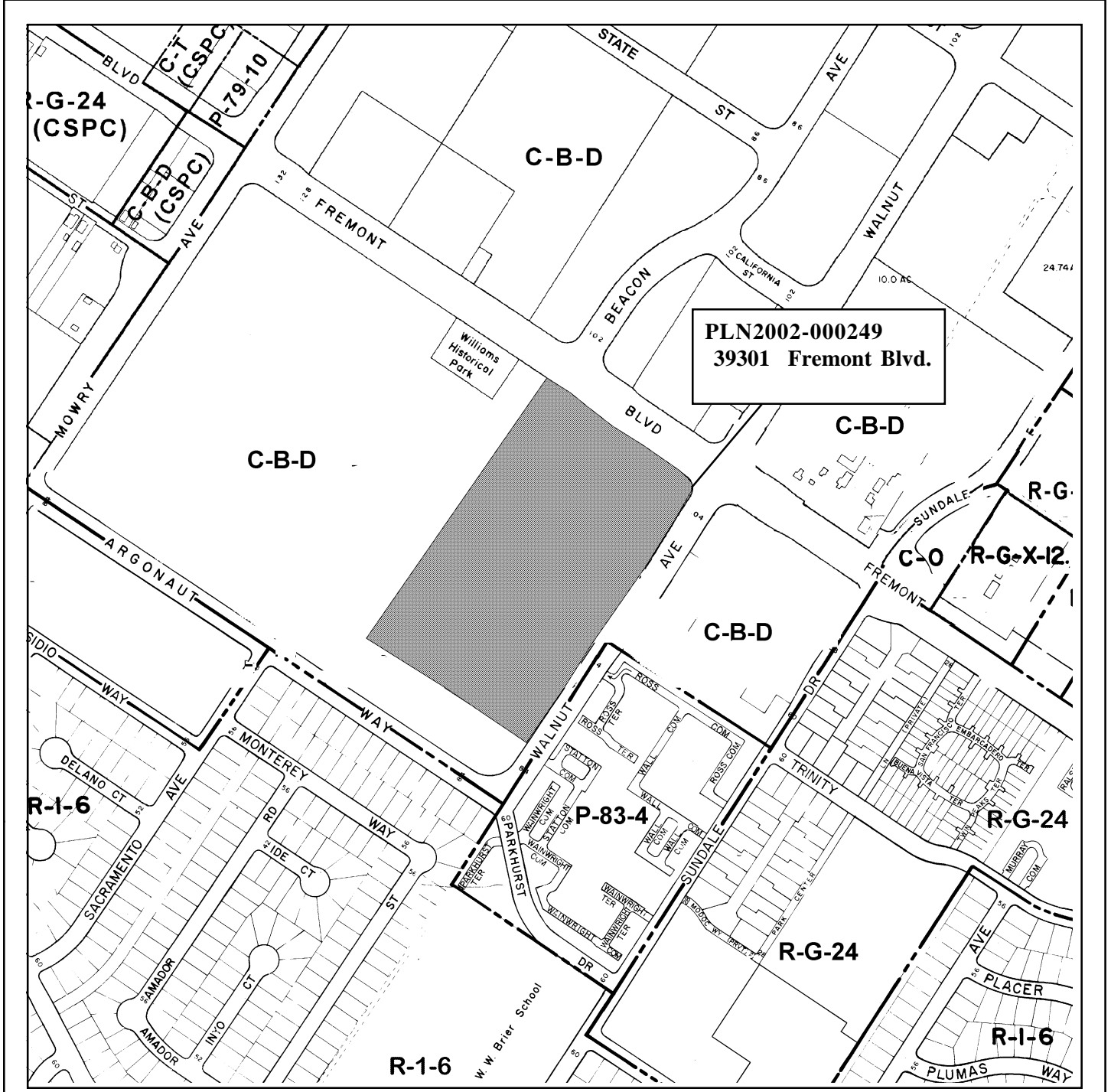
Approve public art proposal or provide direction to the applicant and staff.

INFORMATIONAL

Existing Zoning



1" = 500'

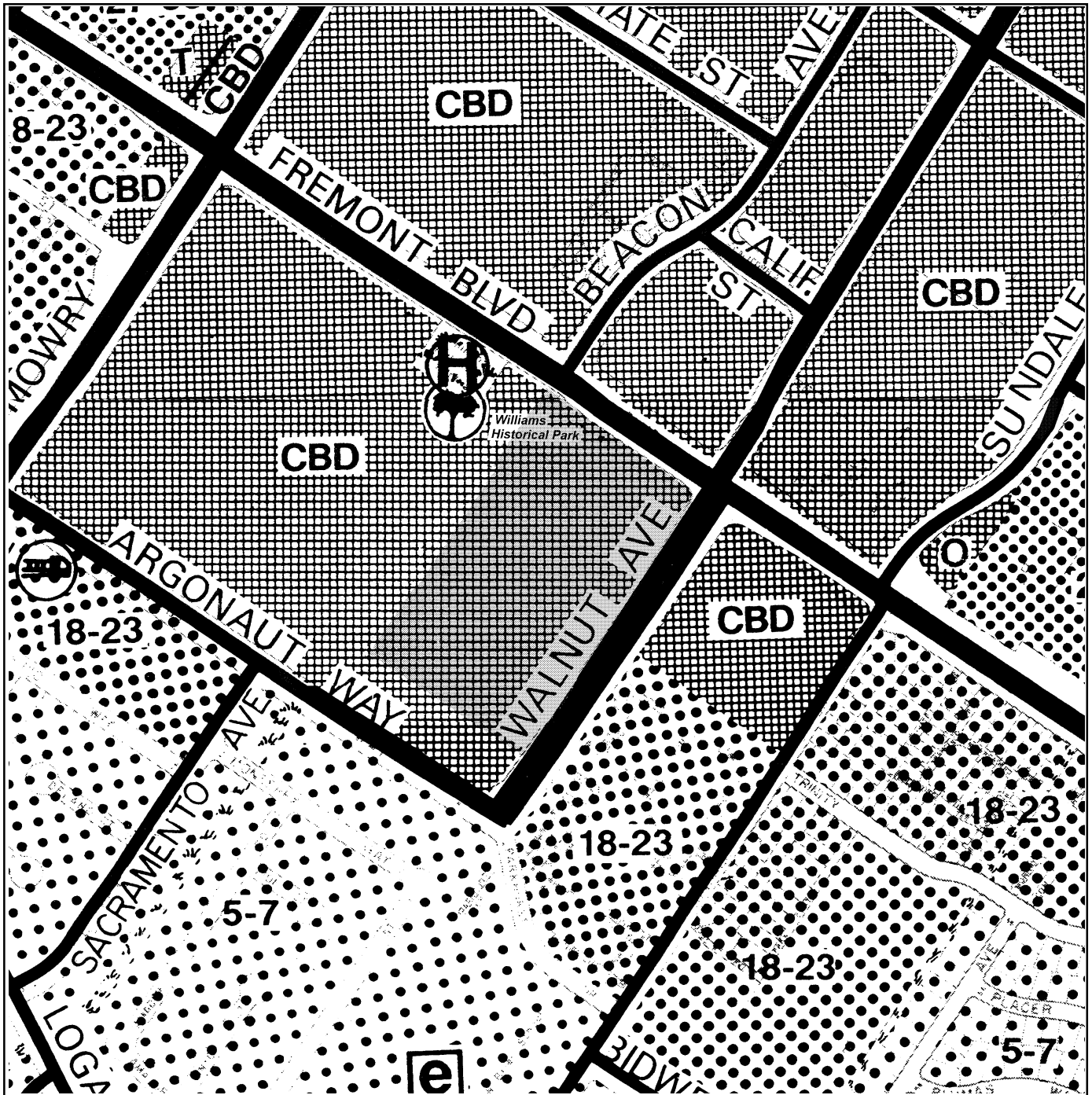
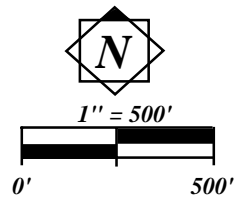


[pc 10-10-02][pc 09-12-02][Approved by pc 04-11-02] 66-380, 66-384

Present Zoning C-B-D	Existing Land Use Previously retail (currently vacant building)	Area Approx. 14.4 Acres (Site)
Surrounding Zoning C-B-D, P-83-4, R-1-6, R-G-24	Surrounding Land Use Central Business District Commercial, Williams Historical Park, Residential	Property Owner(s) Target Corporation
General Plan Designation Central Business District Commercial	Proposed Land Use/Project Public Art	Applicant(s) John Dewes, Target Corporation

INFORMATIONAL

Existing General Plan



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